



KNXV

ORDER

Print Date 09/11/12 Page 1 of 5

Flight Dates 09/12/12-09/17/12

<u>Contract / Revision</u>	310522	/	<u>Product</u>	<u>Order Sep</u>	00:20:00		
<u>Original Date / Revision</u>	09/11/12	09/11/12	<u>Carmona for Arizona</u>	<u>Estimate #</u>	1747		
				<u>Alt Order #</u>			
			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash		
			<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	<u>Carmona / Democrat / US Se</u>		<u>Billing Cycle</u>	EOM/EOC			
	1010 Wisconsin Avenue - Suite #80		<u>Billing Calendar</u>	BROADCAST			
	Washington, DC 20007		<u>Demographic</u>	A25-54			
<u>Agency</u>	<u>GMMB Inc</u>		<u>Rev Codes</u>	POL	POL CAND		
<u>Buying Contact</u>			<u>Product Codes</u>	PL			
<u>1010 Wisconsin Avenue - Suite #80</u>		<u>Sales Office</u>	EWSDC				
Washington, DC 20007		<u>Sales Region</u>	NAT				
		<u>Agency Ref</u>	2				
			<u>Advertiser Ref</u>				

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 19% Market Value 257631

Competing Station	% of Order	Amount
CABLE	%	0
KASW	3%	7728
KDRX	%	0
KPHO	22%	56678
KPNX	24%	61831
KPPX	%	0
KSAZ	18%	46373
KTVK	11%	28339
KTVW	%	0
KUSK	%	0
KUTP	3%	7728
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	114	\$41,607.50	\$48,950.00	0.00	08/27/12	09/17/12	114	\$41,607.50	\$48,950.00
Totals	114	\$41,607.50	\$48,950.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
1	KNXV	09/12/12	09/14/12	M-F 5-6am M-F 5-6am	CM	5am-6am	-- WTF--	:30	4	\$70.00	P-6	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 09/10/12	09/16/12	-- WTF--		4									
2	KNXV	09/17/12	09/17/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M-----	:30	1	\$70.00	P-6	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 09/17/12	09/23/12	M-----		1									
E 3	KNXV	09/12/12	09/14/12		CM	6am-7am	-- WTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00



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Contract / Revision **310522** Flight Dates **09/12/12-09/17/12**

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Original Date / Revision 09/11/12 / 09/11/12

Hiatus Dates

Advertiser: Carmona / Democrat / U.S. Product Carmona for Arizona

Order Sep 00:20:00

Advertiser Carmona / Democrat / US S Product Carmona for Arizona Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
				M-F 6-7am											
				M-F 6-7am											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-- WTF --		4	\$150.00	0.00					
4	KNXV	09/17/12	09/17/12	M-F 6-7am		CM	6am-7am		M-----	:30	1	\$150.00	P-6	0.00	NM
				M-F 6-7am											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/17/12	09/23/12	M-----		1	\$150.00	0.00					
E 5	KNXV	09/12/12	09/14/12	M-F 7-9am		CM	7am-9am		-- WTF --	:30	6	\$150.00	P-6	0.00	NM
				M-F 7-9am											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-- WTF --		6	\$150.00	0.00					
6	KNXV	09/17/12	09/17/12	M-F 7-9am		CM	7am-9am		M-----	:30	1	\$150.00	P-6	0.00	NM
				M-F 7-9am											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/17/12	09/23/12	M-----		1	\$150.00	0.00					
7	KNXV	09/15/12	09/15/12	Sa 6-7am GMA		CM	6am-7am		-----S-	:30	1	\$165.00	P-3	0.00	NM
				Sa 6-7am Good Morning ,											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-----S-		1	\$165.00	0.00					
8	KNXV	09/16/12	09/16/12	Su 6-7am GMA		CM	6am-7am		-----S	:30	1	\$165.00	P-3	0.00	NM
				Su 6-7am Good Morning ,											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-----S		1	\$165.00	0.00					
9	KNXV	09/16/12	09/16/12	Su 8-9am		CM	8-9am		-----S	:30	1	\$1,000.00	FX	0.00	NM
				ABC This Week											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-----S		1	\$1,000.00	0.00					
10	KNXV	09/12/12	09/14/12	M-F 9am-10am		CM	9am-10am		-- WTF --	:30	4	\$100.00	P-3	0.00	NM
				Sonoran Living											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-- WTF -		4	\$100.00	0.00					
11	KNXV	09/17/12	09/17/12	M-F 9am-10am		CM	9am-10am		M-----	:30	1	\$100.00	P-3	0.00	NM
				Sonoran Living											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/17/12	09/23/12	M-----		1	\$100.00	0.00					
E 12	KNXV	09/12/12	09/14/12	M-F 10am-11am		CM	10am-11am		-- WTF --	:30	4	\$450.00	P-3	0.00	NM
				The View											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-- WTF -		4	\$450.00	0.00					
13	KNXV	09/17/12	09/17/12	M-F 10am-11am		CM	10am-11am		M-----	:30	1	\$450.00	P-3	0.00	NM
				The View											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/17/12	09/23/12	M-----		1	\$450.00	0.00					
E 14	KNXV	09/12/12	09/14/12	M-F 11am-12pm		CM	11am-12pm		-- WTF --	:30	4	\$80.00	P-6	0.00	NM
				ABC15 News at 11AM											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-- WTF -		4	\$80.00	0.00					
15	KNXV	09/17/12	09/17/12	M-F 11am-12pm		CM	11am-12pm		M-----	:30	1	\$100.00	P-6	0.00	NM
				ABC15 News at 11AM											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/10/12	09/16/12	-- WTF -		4	\$80.00	0.00					



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Contract / Revision **310522** **Flight Dates****09/12/12-09/17/12**

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Hiatus Dates

Advertiser: Carmona / Democrat / U.S. Product Carmona for Arizona

Order Sep 00:20:00

_____ **Signature** _____ **Signature** _____ **Signature**

Estimate # 1747



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Hiatus Dates

Original Date / Revision 09/11/12 / 09/11/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1747**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
27	KNXV	09/17/12	09/17/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	M-----		1				\$250.00		0.00				
E 28	KNXV	09/12/12	09/14/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--WTF--	:30	4	\$250.00	P-6	0.00	NM	4	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		4				\$250.00		0.00				
29	KNXV	09/17/12	09/17/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	M-----		1				\$250.00		0.00				
30	KNXV	09/16/12	09/16/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1				\$250.00		0.00				
E 31	KNXV	09/12/12	09/14/12	M-F 630pm-7pm M-F 630p-7p	CM	630pm-7pm	--WTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		4				\$700.00		0.00				
32	KNXV	09/17/12	09/17/12	M-F 630pm-7pm M-F 630p-7p	CM	630pm-7pm	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	M-----		1				\$700.00		0.00				
33	KNXV	09/17/12	09/17/12	CMA Music Festival CMA Music Festival	CM	7-10pm	M-----	:30	2	\$2,000.00	P-6	0.00	NM	2	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	M-----		2				\$2,000.00		0.00				
34	KNXV	09/12/12	09/12/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--W----		1				\$5,000.00		0.00				
35	KNXV	09/12/12	09/12/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--W----		1				\$1,000.00		0.00				
36	KNXV	09/13/12	09/13/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	--T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--T---		1				\$2,000.00		0.00				
37	KNXV	09/16/12	09/16/12	Sunday Prime D Sunday Prime D	CM	9pm-10pm	-----S	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1				\$2,000.00		0.00				
E 38	KNXV	09/12/12	09/14/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	--WTF--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		4				\$850.00		0.00				
39	KNXV	09/17/12	09/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1				\$850.00		0.00				



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Hiatus Dates

Original Date / Revision 09/11/12 / 09/11/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1747**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
39	KNXV	09/17/12	09/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 M----- 1 \$850.00 0.00															
40	KNXV	09/12/12	09/14/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	--WTF--	:30	4	\$225.00	P-6	0.00	NM	4	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 4 \$225.00 0.00															
41	KNXV	09/17/12	09/17/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	1	\$225.00	P-6	0.00	NM	1	\$225.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 M----- 1 \$225.00 0.00															
42	KNXV	09/15/12	09/15/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 -----S- 1 \$450.00 0.00															
43	KNXV	09/16/12	09/16/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 -----S 1 \$850.00 0.00															
44	KNXV	09/12/12	09/14/12	M-F 1236am-110am M-F 1236am-110am	CM	1236am-110am	--WTF--	:30	4	\$75.00	P-3	0.00	NM	4	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 4 \$75.00 0.00															
E 45	KNXV	09/14/12	09/14/12	Friday Prime C Friday Prime C	CM	9pm-10pm	-----F--	:30	1	\$1,700.00	P-6	0.00	NM	1	\$1,700.00
Reduced from \$2000 due to LUR															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 -----F-- 1 \$1,700.00 0.00															
46	KNXV	09/16/12	09/16/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 -----S 1 \$1,000.00 0.00															
47	KNXV	09/12/12	09/14/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	--WTF--	:30	6	\$100.00	P-6	0.00	NM	6	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 6 \$100.00 0.00															
E 48	KNXV	09/12/12	09/12/12	Wednesday Prime A Wednesday Prime A	CM	7pm-8pm	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --W---- 1 \$2,000.00 0.00															
E 49	KNXV	09/12/12	09/14/12	M-F 3pm-4pm Katie	CM	3pm-4pm	--WTF--	:30	2	\$100.00	P-6	0.00	NM	2	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 2 \$100.00 0.00															

*Tax 1 Note: Tax 0.5%.

Totals 114 \$48,950.00